

01 /

Symptom Recognition

A patient experiences symptoms and looks to make an appointment with their doctor

02 /

Patient Visit

They visit their doctor
They have a clear conversation with the doctor

03 /

Diagnosis

They walk out with a clear diagnosis and treatment plan in hand

04 /

Treatment Start

They go to the pharmacy to get their prescription filled.
They ask for the brand that was recommended to them

05 /

Compliance

They take their prescription as directed

The correct diagnosis will only surface 34% of the time

86%

of patients will conduct a health-related Web search before booking an appointment

36%
will treat at home

28% will self-diagnose

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42%

will cancel a check-up because they are too busy

More than half will defer to retail or urgent care clinics

90 MILLION

Americans have low health literacy

Half of what is discussed is forgotten

Almost half of what is remembered is incorrect

12 MILLION

Americans are misdiagnosed annually

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62%

will research a prescribed treatment online after a doctor's appointment

53%

will research an alternative treatment to the one prescribed

Up to 30% of prescriptions are never filled

Those with high deductible plans are 82% more likely to comparison shop online instead

47%

have experienced an automatic substitution at pharmacy

60%

would be willing to switch from brand-name to generic drugs if it costs less

50%

of the time, patients will not take their medication as prescribed and will discontinue therapy within 6 months

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